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Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS PRIORITY
INFO AMCONSUL ANTWERP PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, BE

SUB: COUNTRY COMMERCIAL PROGRAM - FY-1977 DRAFT CCP

REF(A)STATE A-7369, 12/10/75; (B) BRUSSELS 720, 1/23/76

1. W.C.A.G. AGREED DRAFT OF FY-1977 CCP FOR BELGIUM BEING SENT TO EMBASSY VIA AIR POUCH, APO, AND INTERNATIONAL SEMAIL ON APRIL 30, 1976. DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WASHINGTON COMMERCIAL ACTION GROUP (WCAG). RECOMMENDATIONS SUBMITTED IN REF (B) HAVE BEEN INCORPORATED IN DRAFT TO MAXIMUM EXTENT POSSIBLE ALTHOUGH SOME ADDITIONS AND MODIFICATIONS HAVE BEEN INTRODUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

2. IN NUMEROUS CCPS CAMPAIGN ACTIONS ENTAIL USE OF USIA MEDIA PRODUCTS AND THE ACTIVE INVOLVEMENT OF USIS SER-VICES. TO STRENGTHEN USIA SUPPORT OF EXPORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS
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ARISING FROM T;EIR PROJECTED SUPPORT OF CCP CAMPAIGNS

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WITH THEIR FY-77 COUNTRY PLANS. IN USIA, REQUESTS FOR NEW MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER

WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW MEDIA PRODUCTS BEING PREPARED IN THE CCP CONTEXT DURING FISCAL YEARS 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY-1977, WHICH WERE ENUMERATED IN REF (A) AND STATE 54879.

3. WCAG REPRESENTATIVE PETER B. FIELD, COUNTRY MARKETING MANAGER FOR FRANCE/BENELUX, COMMERCE, BIC/OIM, IS PLANNING TO VISIT BRUSSELS JUNE 3-7 FOR PURPOSE OF REVIEWING ALL ASPECTS OF DRAFT AND FINALIZING THE FY-1977 CCP FOR BELGIUM. A SEPARATE MESSAGE REGARDING TRAVEL PLANS FOR PETER FIELD WILL FOLLOW. STATE EB/OCA REPRESENTATIVEWILL SCHEDULE SEPARATE VISIT VIA DEPTEL.ALLL WCAG REPRESENTATIVES ARE BEING INSTRUCTED TO-RETURN T - WASHINGTON WITH A MUTUALLY AGREED, INITIALLED TEXT OF THE CCP REFLECTING APPROVAL OF THE CCAG AND THE INVOLVEMENT OF THE PRINCIPAL ADMINISTRATIVE OFFICER. IF COMMERCIAL ATTACHE IS NOT ABLE TO BE PRESENT DURING FIELD VISIT, PLEASE CONFIRM THAT ECONOMIC COUNSELOR WOULD BE ABLE TO CHAIR CCAG FOR NEGOTIATION OF FINAL CCP.

4. ACTION REQUESTED; POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVE AND TO COMPLETE SECTION II, PERSONNEL RESOURCE LIST. DESIRABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLE DURING VISIT WCAG REPRESENTATIVE. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE DESIRABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN. SISCO

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